

Fig. 1

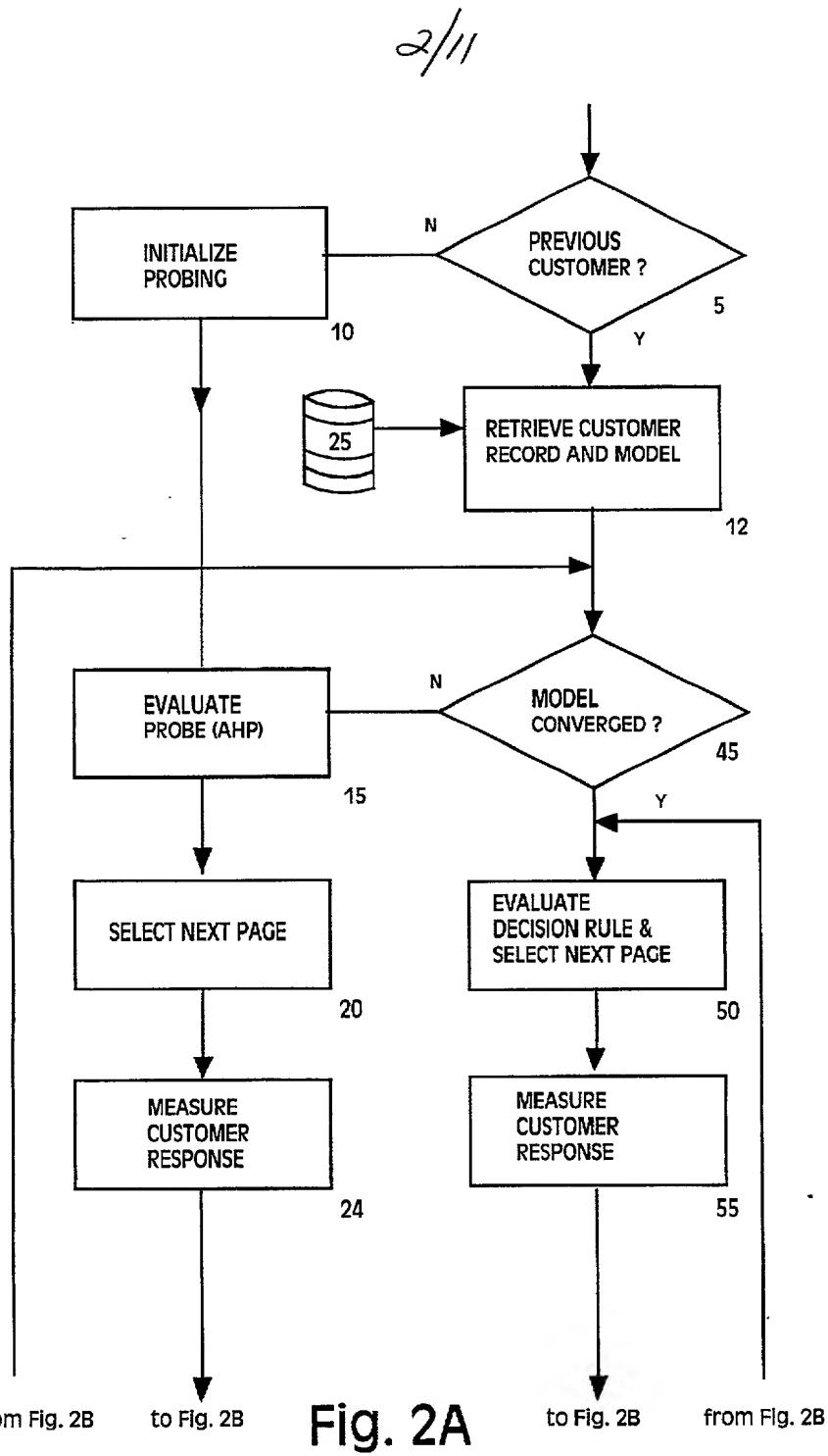


Fig. 2A

3/11

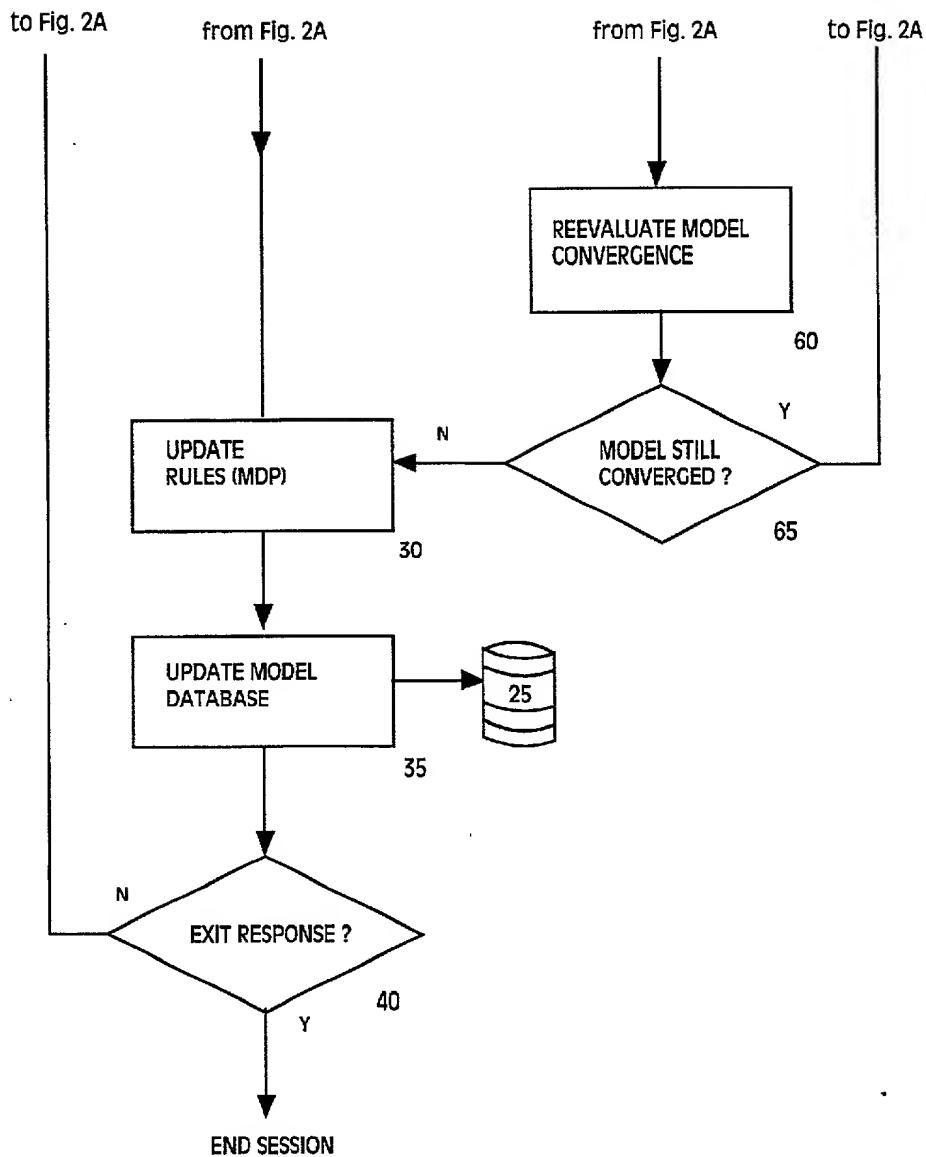


Fig. 2B

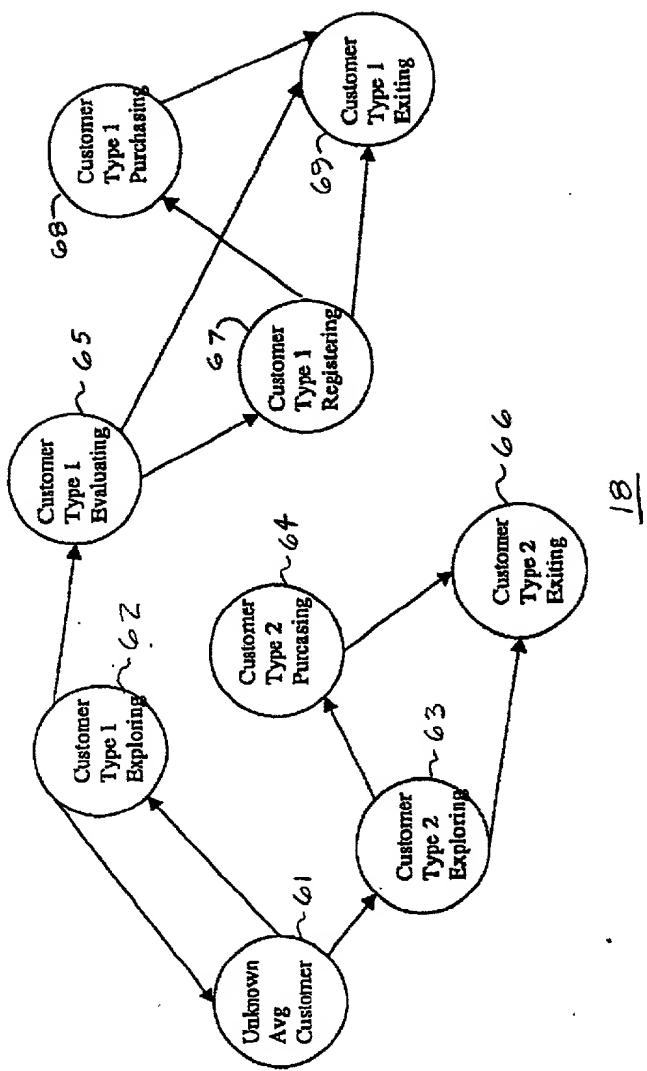


Fig. 3

5/11

44

Welcome to Acme Appliance Retail Center

Please enter your name and zip code.

Last Name:

First Name:

Middle Initial:

Zip Code:

41 ~ Or, if you prefer to be anonymous, click here.

42 ~ If you have shopped with us before, click here.

42 ~ If you are a first time shopper, click here.

10

Fig. 4

6/11

Acme Appliance Retail Center

To help us serve you better,
please supply some or all of the following information:

Gender:

Marital Status:

Age:

Annual Household Income:

Number of Children in Household:

199 ~ To proceed, click here.

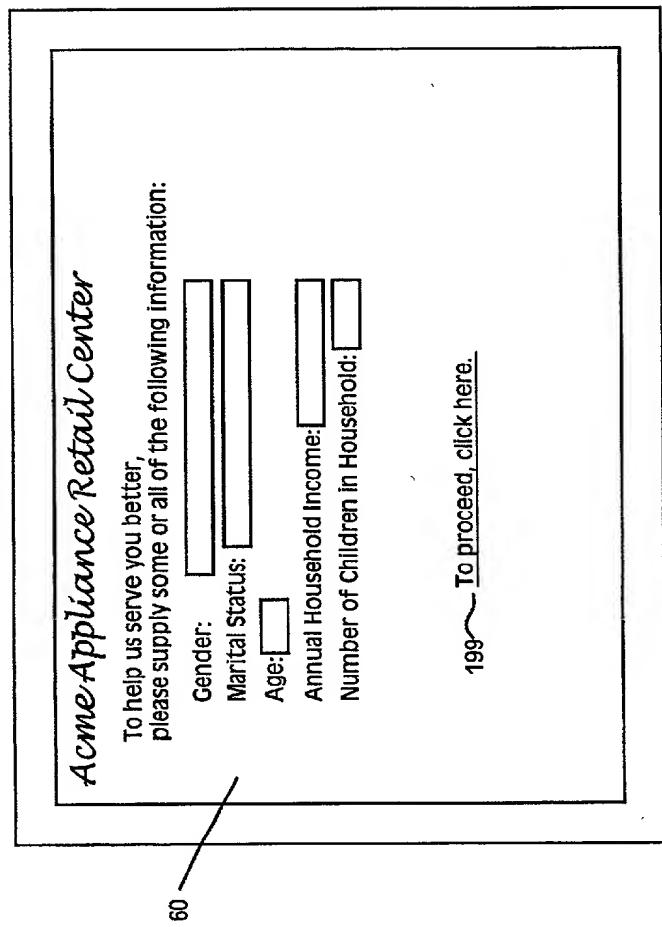


Fig. 5

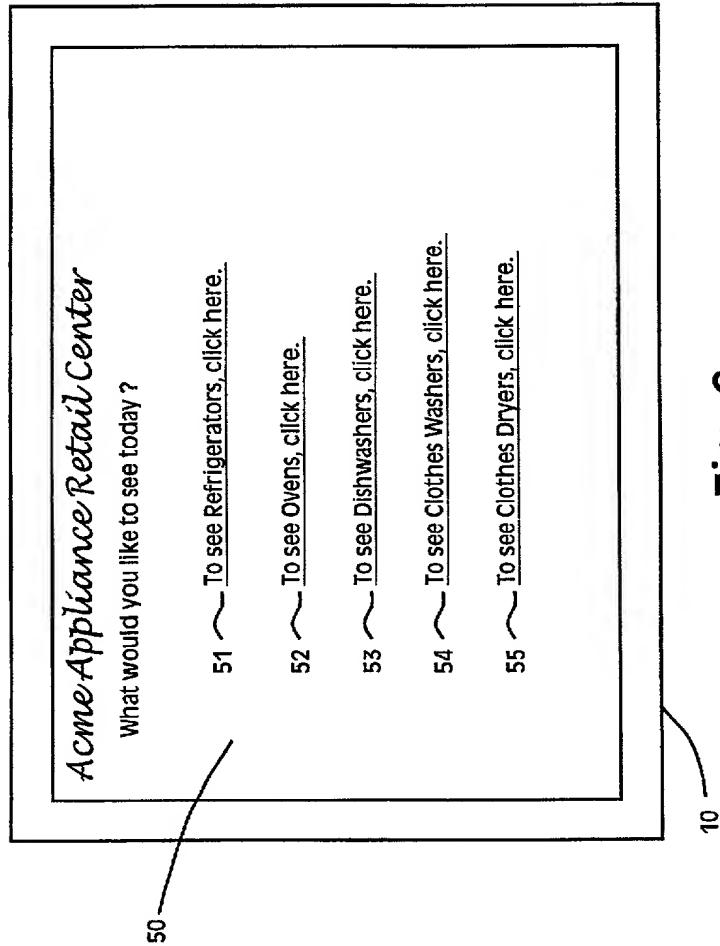


Fig. 6

8/11

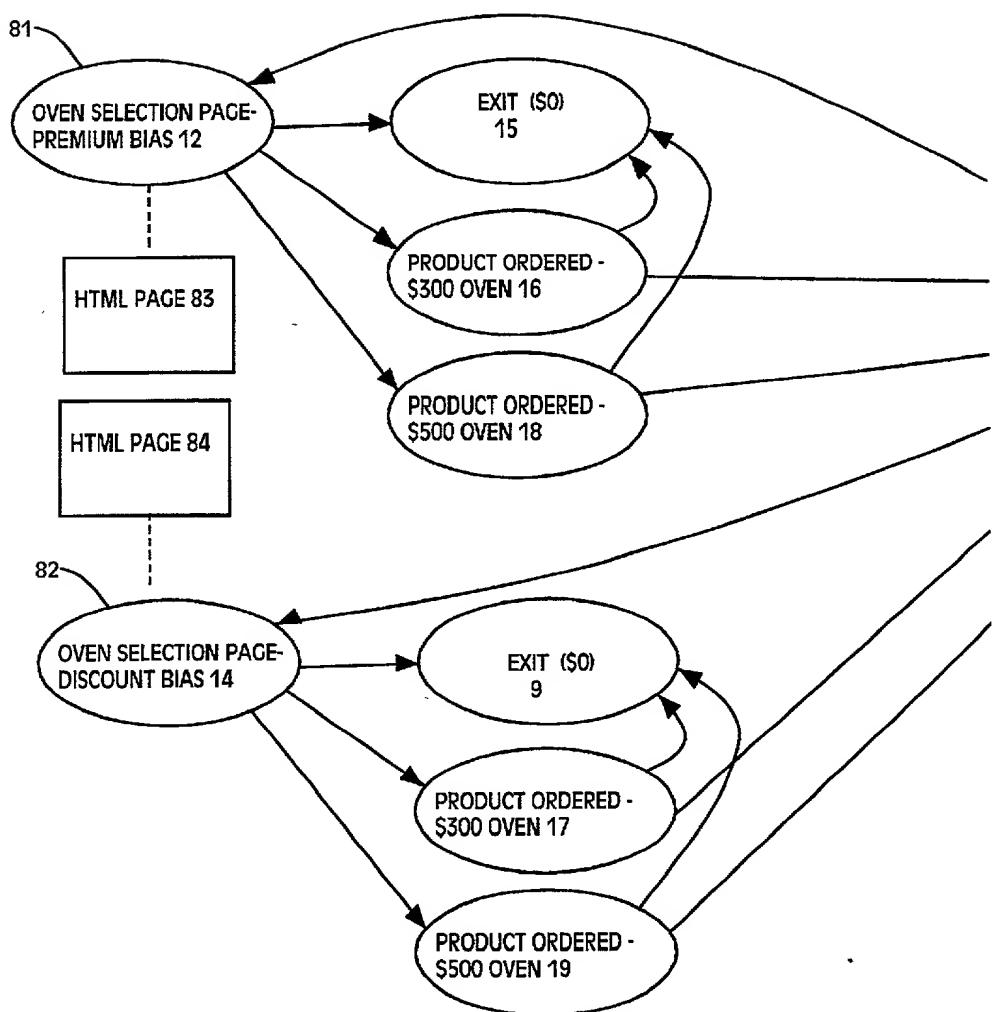


Fig. 7A

9/11

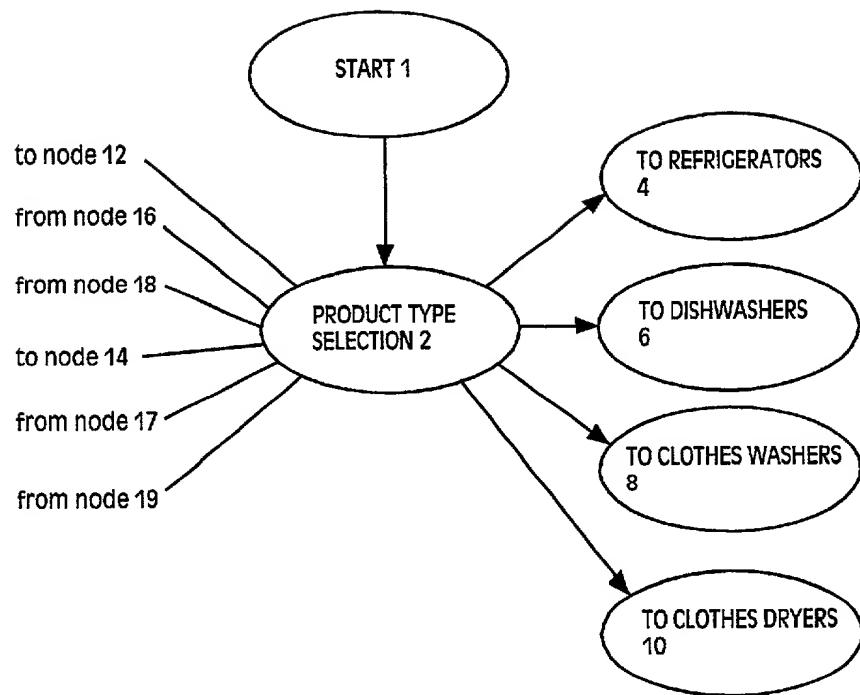


Fig. 7B

10/11

Fig. 8

Figure 8: Example of RuleSet (Corrected Model)		Fig. 2A, Right-hand Path	
Rule Number	Present Customer Status (Estimated)	Present Customer Screen/Output	Next Screen Output
(Fig. 1, S0) (Figure S1)	Present Customer Status (Estimated) (Figures 4-5)	Present Customer Screen/Output (Figures 3)	Next Screen Output (Figures 7A-7B)
R1	Unknown Any Customer (S1)	Welcome/Name/Zip (d4)	Cust Type 1 Exploring (62) Welcome (Fig. 4)
R2	Unknown Any Customer (S1)	Welcome/Anonymous	Unknown Avg Customer (61) Appliance Selection Page (Fig. 6)
...
R75	Customer Type 1 Exploring (S2)	Appliance Selection/Options (Fig. 6, 62)	Cust Type 1 Evaluating (65) Open Selection, Premium Base (Fig. 7A, 81)
R76	Customer Type 2 Exploring (S3)	Appliance Selection/Options (Fig. 6, 62)	Cust Type 2 Exploring (63) Open Selection, Discount Base (Fig. 7A, 82)
...

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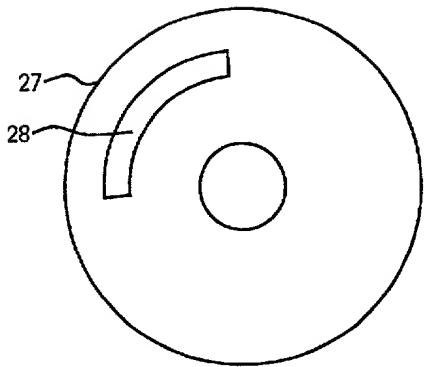


Fig. 9